

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 572210 /		Alt Order # 09779673
Product PAUL RYAN 4 CONGRESS		
Contract Dates 10/17/12 - 10/23/12	Estimate # 845	
Advertiser Paul Ryan for Congress		Original Date / Revision 08/30/12 / 09/17/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB# 8433	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	10/20/12	10/20/12	Sa 7a-8a	7a-8a		:30			NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$520.00			
N 2	6	10/21/12	10/21/12	Su 7a-8a	7a-8a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$325.00			
N 3	6	10/17/12	10/23/12	M-F 430-5a	430-5a		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$200.00			
N 4	6	10/17/12	10/23/12	M-F 6a-7a	6a-7a		:30			NM	5	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$1,050.00			
N 5	6	10/17/12	10/23/12	M-F 5p-530p	5p-530p		:30			NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$825.00			
N 6	6	10/17/12	10/23/12	M-F 6p-630p	6p-630p		:30			NM	5	\$4,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$865.00			
N 7	6	10/17/12	10/23/12	M-F 9-930p	9p-930p		:30			NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$2,000.00			
N 8	6	10/17/12	10/23/12	M-F 105a-135a	105a-135a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$100.00			
N 9	6	10/21/12	10/21/12	GB Packers Football	various		:30			NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$20,000.00			
N 10	6	10/21/12	10/21/12	Su 630-7a	630-7a		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$50.00			
Totals											34	\$46,095.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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572210 /	09779673

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10/17/12 - 10/23/12	PAUL RYAN 4 CONGRE	845

Advertiser	Original Date / Revision
Paul Ryan for Congress	08/30/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	34	\$46,095.00	\$39,180.75
Totals	34	\$46,095.00	\$39,180.75

Signature: _____ Date: _____

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